



# Department of Justice

FOR IMMEDIATE RELEASE  
TUESDAY, APRIL 1, 1997

AT  
(202) 616-2777  
TDD (202) 514-1888

## **STATEMENT BY ATTORNEY GENERAL JANET RENO ON IMPENDING TELEVISION ADVERTISEMENTS FOR HARD LIQUOR**

WASHINGTON, D.C. -- Attorney General Janet Reno today echoed President Clinton's disappointment with the decision of some manufacturers to abandon a half-century voluntary ban on advertising hard liquor on television. She also requested the FCC study the implications of such a step.

"From a crime-fighting perspective, anything that might increase the use of alcohol among our nation's youth is a threat to public safety.

"Recent research shows a clear connection between alcohol consumption and increased domestic violence and delinquency. For instance, several studies have shown alcohol to be a factor in about 50 percent of all violent crimes committed in the country. On college campuses, 95 percent of violent crime is alcohol-related, and 90 percent of all reported campus rapes involve alcohol use by either the victim or perpetrator.

"It is truly unfortunate that some manufacturers are abandoning their 50-year voluntary ban. I urge the FCC to look into the issues surrounding the advertising of hard liquor on television."

###